

Brochure

# MDM SaaS – Reference 360 Professional Services Units MVP Package

Accelerate Your Path to First Value



Where data  
& AI come to **LIFE**™

## Transform your Business with Reference 360: Achieve a complete data advantage

Unlock the power of consistency and accuracy with Reference 360's robust Master Data Management (MDM) strategy. In today's dynamic landscape, Reference 360 revolutionizes the way organizations manage reference data. By standardizing values across diverse datasets, Reference 360 empowers businesses to enhance operational efficiency, boost data quality and streamline processes seamlessly.

Harmonizing reference data also enhances decision-making, elevates the customer experience and supercharges productivity. It's your key to thriving in today's competitive landscape.

### Take the First Step in Unlocking Value

At Informatica, we transform your strategy into action. Accelerate your success with Informatica's **MDM SaaS – Reference 360 Professional Services Units MVP Adoption Package**.



#### Expert Setup and Configuration

Get up and running quickly with our MDM SaaS – Reference 360 solution.



#### Strategic MVP Use Case

Identify and implement a high impact use case with a forward-thinking roadmap for future growth.



#### High-Level Operating Model

Develop a sustainable, long-term plan tailored to your business needs.



#### Baseline MDM Configuration

Lay the foundation for immediate business value and active team engagement.

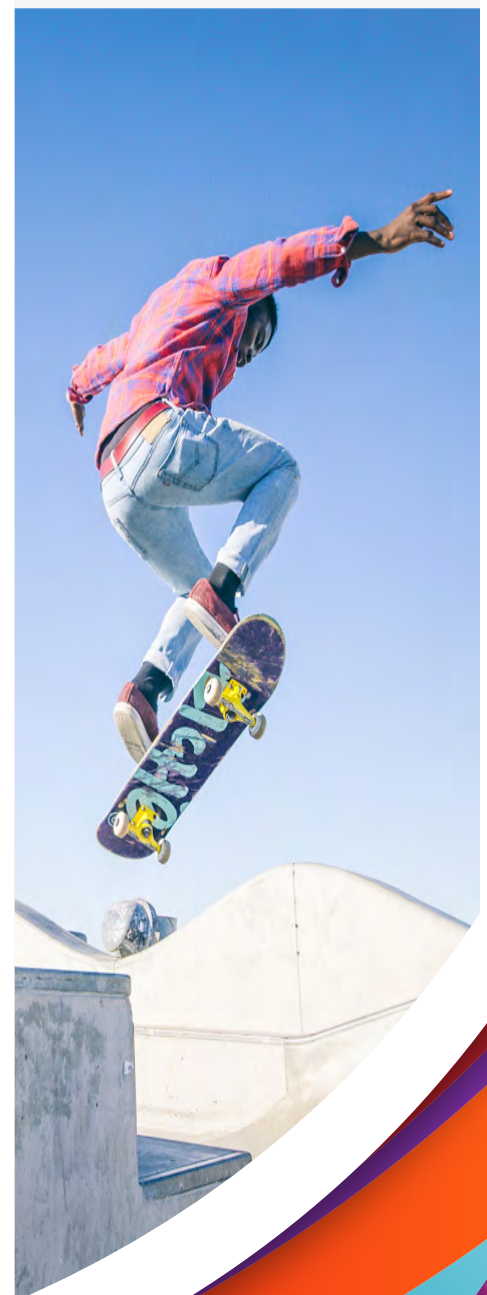


#### Ongoing Success Guidance

Benefit from personalized advice and strategic recommendations from our seasoned experts.

**“Is what you’re doing  
today getting you  
closer to where  
you want to be  
tomorrow?”**

**– Anonymous**



## How it Works

We follow a lean and agile implementation approach to ensure predictable, timely results and aim to achieve a competitive advantage for your business.

Our advisory MDM experts conduct an assessment and kickoff workshop, determining the current state and identifying a targeted MDM business use case to demonstrate value. Solution experts analyze use case needs, configure the environment and provide guidance for data utilization. We then prepare a roadmap and recommendations for your success.

Ready to unlock the full potential of your Master Data Management strategy? Partner with us and elevate your MDM journey to new heights.

## What You Get

| Catalog Item                                    | Included |
|-------------------------------------------------|----------|
| MDM Business Starter                            | ✓        |
| Enablement Workshop - Ref360 for MDM - Extended | ✓        |
| Ref360 Configuration Starter                    | ✓        |
| Ref360 Data Ingress Starter                     | ✓        |
| Ref360 Data Egress Starter                      | ✓        |
| MDM Solution Walkthrough & Roadmap Review       | ✓        |





### **Maximize Your Investment**

**Unlock the Full Potential of Your Data Solutions with Tailored Strategies**

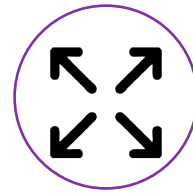
Get the most out of Informatica's product features and the Intelligent Data Management Cloud platform with our expert-led support, ensuring your MDM SaaS – Reference 360 solution is perfectly aligned with your business needs.



### **Proof of First Value**

**Unlock Value, One Data Management Milestone at a time**

Our package offers a clear blueprint for ongoing success, including recommended support at every stage of your Master Data Management journey.



### **Future-Proof Your Platform**

**Equip Your Business with Scalable Solutions Designed to Thrive in Tomorrow's Landscape**

Prepare for what's next with our assistance in platform enablement, ensuring your MDM solution is not just ready for today, but built to thrive tomorrow.

**"The flexibility of IDMC really sets the solution apart. We knew we wanted a cloud-based data platform to power our business, but we also knew that journey would take time and Informatica was the ideal foundation to build on."**

**-- Jeff Kazor  
Data Governance and  
Enablement Manager**

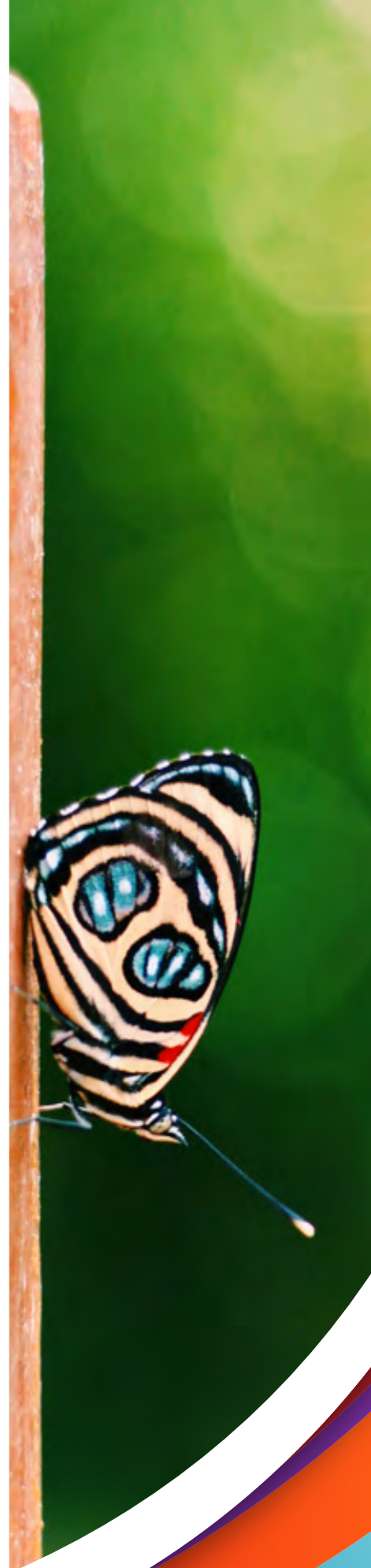


## **Ready to transform your business? Let's make it happen together.**

By partnering with Informatica, you'll leverage our proven approach and cutting-edge technology to boost data quality, enhance operational efficiency and drive agile decision-making.

### **Add-on Training Benefits**

Our comprehensive product training equips your team with the skills needed for successful implementation. Training is delivered by expert instructors in a virtual classroom setting, with a tailored plan to maximize productivity. 20 Professional Services Units for product training are recommended to support the MDM Ref360 MVP implementation. Your Education Specialist will help you determine the best training plan for your team.



# About Us

Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC), powered by AI and an end-to-end data management platform that connects, manages and unifies data across virtually any multi-cloud, hybrid system, democratizing data and enabling enterprises to modernize their business strategies.

Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on Informatica to drive data-led digital transformation.

**Informatica. Where data and AI come to life.™**

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**CONTACT US**

## Learn More

*Do It Right the First Time*

Contact Informatica

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## Where data & AI come to



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